

A GLOBAL APPROACH TO CSR: AN ACCP SUMMIT - TAKEAWAYS

Setting Up Your Program:

- Key areas to assess as you get started with an international program: your “why” for doing this work, your overall budget, your risk tolerance, which giving vehicle to use (ex: giving to a “friends of” organization vs directly to a foreign charity), and capacity in staff to undergo the proper due diligence.
- Key decision makers to involve include legal, finance, supply-chain, ethics/compliance, and any local employees in the regions you are looking to invest from the beginning.
- If you are just getting into this work and looking to minimize risk, start small and run a pilot, choose a region with low cultural barriers to entry or work with intermediaries that have the systems in place to vet international NGOs.
- Proper due diligence takes time – where and how can you remove urgency from a situation? Now is the time to have the conversation (not during a natural disaster) – in advance, to understand where you can support and be preventative.
- Be aware of the rules and policies that apply to you as the funder and those that apply to the NGO – these might change region by region or by your funding vehicle.
- Never assume anything going in, as even definitions of philanthropy and giving may differ country to country. Start with active listening and be willing to pivot and adjust to the needs of the local community. Take the time to learn the local cultural context.
- Consider the role that philanthropy plays in the local region (ex: does the community expect government to fulfill this traditional role? Are there more private and family foundations instead of NGO’s doing this work?).
- The regulatory environment across the globe is changing and global funders need to consider how easy money transfer is into these countries as that can vary from place to place – are there approval processes in place for foreign funding, how domestic philanthropy plays out and how they connect to that, and that the amount of transparency and data available for US nonprofits is not the same for global NGOs.
- Conversation, co-creation, and collaboration are key to building trust with international NGOs. Consider using human centered design thinking approaches to focus on strengths and potential in communities.
- Things to keep in mind in building relationships with international NGOs: consider longer term partnerships with unrestricted support to allow flexibility and responsiveness to local needs, be open minded that sometimes those with the largest local impact may not have the largest resources and may require more work, make requests proportional to the investment (i.e., reporting requirements) and be aware of current events and power imbalances in your relationship.

Engaging Employees:

- Partner with those knowledgeable about the local community and their needs. Resource local champions (employees) as volunteer councils or committees – this allows your employees additional development opportunity to help you identify partners, provide feedback, etc. and allows you to be authentic in establishing local connections.
- Local engagement from your employees will vary country to country based on local culture. Investigate the local cultural context to better understand your engagement rates. It’s important to also understand how benefit structures change country to country to localize policies like Volunteer Time Off.

- Consider how to lower the barrier to entry for volunteer opportunities so as many employees can engage as possible, and you can meet employees where they are.
- Be intentional with designing your impact. Don't ask for data that you aren't going to use and make sure you have a system in place to accept that data. Be conscious that there may be different privacy laws in place in other countries that may prevent you from getting certain information on your employees or your nonprofits.
- Consider the following for your engagement programs: utilize all channels to communicate and think of different employee personas, create a brand identity for your programs that might include seasonal themes or campaigns to be more digestible, think of ways to recognize or incentivize those most involved, and think of other ways to engage local champions (identifying NGO partners, translating documents, informing on cultural context, etc.)

Resources:

- [Expenditure Responsibility](#)
- [Equivalency Determination](#)
- [Mastering Foundation Law: The Council on Foundations Compendium of Legal Resources](#) (specifically chapters 24, 25, and 27)
- [Country Notes](#)
- [GlobalGiving Learn Library](#)
 - [Complex International Grantmaking—And 4 Ways to Simplify It](#)
 - [Corporate Disaster Response Checklist](#)
 - [How To Find the Right Grantmaking Intermediary for Your Company](#)
- [Acting Together to Lift up Philanthropy: WINGS Guidance on How to Build a Supportive Ecosystem](#)
- [CSR Industry Report - Global Engagement](#)
- [IAVE Corporate Volunteering for a Post-Pandemic World Research Report](#)
- [CAF World Giving Index](#)
- [KBFUS Directory of Funds](#)
- [International Center for Nonprofit Law](#)
- [Thoughtful Funders Checklist](#)
- [The State of Global Giving by U.S. Foundations](#)
- [Equity in Grantmaking](#)

